

WHAT IS CLAIMED IS:

1. A display device displaying a color image made of a plurality of color components, comprising:

5 a plurality of pixels for each of the color components; and  
a  $\gamma$ -correction voltage switching circuit outputting  $\gamma$ -correction voltages that are generated independently for each of the color components,

wherein the pixels are configured to receive display signals at different timings of a time sequence for displaying the color image depending on the color components and  
10 the display signals are corrected by the corresponding  $\gamma$ -correction voltages prior to the reception by the pixels.

2. A display device displaying a color image made of a plurality of color components, comprising:

15 a plurality of pixels for each of the color components;  
a plurality of DA converters, each of the DA converters outputting a voltage to a predetermined number of the pixels;

a  $\gamma$ -correction voltage switching circuit correcting the voltages outputted to the pixels independently for each of the color components; and

20 a switching circuit provided for each set of the predetermined number of the pixels, the switching circuit receiving the voltage corrected by the  $\gamma$ -correction voltage switching circuit and outputted by the corresponding DA converter and supplying the voltage selectively to one of the set of the predetermined number of the pixels depending on the color component of said one pixel at a timing of a time sequence different from  
25 timings corresponding to other color components.

3. The display device of claim 2, wherein the DA converter outputting the voltage as a voltage divided by a resistance string between a first reference voltage and a second reference voltage and the  $\gamma$ -correction voltage switching circuit modifies the first  
30 and second reference voltages.

4. The display device of claim 2, further comprising a register provided for each set of the predetermined number of the pixels, the register storing display signals corresponding to the color components and outputting the display signals in a time sequence corresponding to the time sequence of the switching circuit.

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5. The display device of claim 3, wherein the  $\gamma$ -correction voltage switching circuit comprises a black reference voltage generating circuit outputting three different black reference voltages and a switching element outputting one of the three black reference voltages in response to a selection signal, and the first reference voltage comprises the output voltage of the switching element.

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6. The display device of claim 3, wherein the  $\gamma$ -correction voltage switching circuit comprises a white reference voltage generating circuit outputting three different white reference voltages and a switching element outputting one of the three white reference voltages in response to a selection signal, and the second reference voltage comprises the output voltage of the switching element.

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7. A  $\gamma$ -correction method of a display device displaying a color image made of a plurality of color components, comprising:

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receiving display signals corresponding to the color components;

performing a  $\gamma$ -correction on the display signals independently for each of the color components; and

writing the  $\gamma$ -corrected display signals for each of the color components at a timing of a time sequence for displaying the color image, the timings of the writing being different among the color components.

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